








Seo Analyzer mathtag.com

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The score is 39/100







SEO Content

	Title	<p>Privacy Policy - Built for this moment, and the next.</p> <p>Length : 53</p> <p>Perfect, your title contains between 10 and 70 characters.</p>														
	Description	<p>Length : 0</p> <p>Very bad. We haven't found meta description on your page. Use this free online meta tags generator to create description.</p>														
	Keywords	<p>Very bad. We haven't found meta keywords on your page. Use this free online meta tags generator to create keywords.</p>														
	Og Meta Properties	<p>Good, your page take advantage of Og Properties.</p> <table><thead><tr><th>Property</th><th>Content</th></tr></thead><tbody><tr><td>locale</td><td>en_US</td></tr><tr><td>type</td><td>article</td></tr><tr><td>title</td><td>Privacy Policy - Built for this moment, and the next.</td></tr><tr><td>url</td><td>https://www.mediamath.com/privacy-policy/</td></tr><tr><td>site_name</td><td>Built for this moment, and the next.</td></tr><tr><td>image</td><td>https://static.mediamath.com/images/logo-nai.png</td></tr></tbody></table>	Property	Content	locale	en_US	type	article	title	Privacy Policy - Built for this moment, and the next.	url	https://www.mediamath.com/privacy-policy/	site_name	Built for this moment, and the next.	image	https://static.mediamath.com/images/logo-nai.png
Property	Content															
locale	en_US															
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	Headings	<table><thead><tr><th>H1</th><th>H2</th><th>H3</th><th>H4</th><th>H5</th><th>H6</th></tr></thead><tbody><tr><td>1</td><td>0</td><td>13</td><td>0</td><td>0</td><td>5</td></tr></tbody></table> <ul style="list-style-type: none">• [H1] Privacy Policy• [H3] Introduction• [H3] 1. Important information and who we are• [H3] 2. The personal data we collect via the Platform	H1	H2	H3	H4	H5	H6	1	0	13	0	0	5		
H1	H2	H3	H4	H5	H6											
1	0	13	0	0	5											

SEO Content

		<ul style="list-style-type: none"> • [H3] 3. How we collect personal data into the Platform • [H3] 4. How we use personal data in the Platform • [H3] 5. The personal data we collect via the Website or offline • [H3] 6. How we use personal data collected via our Website or offline • [H3] 7. Our disclosure of personal data from the Platform or Website • [H3] 8. International transfers of personal data • [H3] 9. Personal data security and integrity • [H3] 10. Personal data retention • [H3] 11. Your rights • [H3] 12. How to contact us • [H6] MediaMath • [H6] Customers • [H6] Resources • [H6] Privacy • [H6] Company
	Images	<p>We found 13 images on this web page.</p> <p>Good, most or all of your images have alt attributes.</p>
	Text/HTML Ratio	<p>Ratio : 4%</p> <p>This page's ratio of text to HTML code is below 15 percent, this means that your website probably needs more text content.</p>
	Flash	<p>Perfect, no Flash content has been detected on this page.</p>
	Iframe	<p>Too Bad, you have Iframes on the web pages, this mean that content in an Iframe cannot be indexed.</p>

SEO Links

	URL Rewrite	<p>Bad. Your links have query string.</p>
	Underscores in the URLs	<p>We have detected underscores in your URLs. You should rather use hyphens to optimize your SEO.</p>
	In-page links	<p>We found a total of 68 links including 0 link(s) to files</p>
	Statistics	<p>External Links : noFollow 1.47%</p> <p>External Links : Passing Juice 54.41%</p> <p>Internal Links 44.12%</p>

In-page links

Anchor	Type	Juice
Contact Us	External	noFollow
=	Internal	Passing Juice
Home	Internal	Passing Juice
Intelligent Platform	External	Passing Juice
Modernized Ecosystem	External	Passing Juice
Exceptional Partnership	External	Passing Juice
About Us	Internal	Passing Juice
Leadership &#038; Board	Internal	Passing Juice
MediaMath Academy	Internal	Passing Juice
News	Internal	Passing Juice
Events	External	Passing Juice
Partners	External	Passing Juice
Overview	Internal	Passing Juice
Teams	External	Passing Juice
Technology	External	Passing Juice
Open Positions	Internal	Passing Juice
Blog	Internal	Passing Juice
Case Studies	Internal	Passing Juice
Section 5	Internal	Passing Juice
Privacy Policy	External	Passing Juice
https://liveramp.com/opt_out/	External	Passing Juice
Section 2	Internal	Passing Juice
Section 12	Internal	Passing Juice
Section 7	Internal	Passing Juice
Access Request Form	External	Passing Juice
Click here to opt out	Internal	Passing Juice

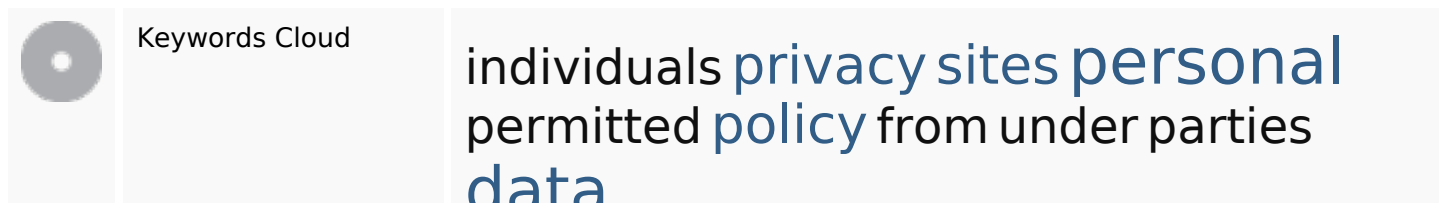
In-page links

here	External	Passing Juice
http://optout.networkadvertising.org/	External	Passing Juice
http://optout.aboutads.info/	External	Passing Juice
http://youradchoices.ca/choices	External	Passing Juice
http://www.youronlinechoices.com/	External	Passing Juice
http://www.aboutads.info/appchoices	External	Passing Juice
here	External	Passing Juice
here	External	Passing Juice
Cookie Notice	External	Passing Juice
Section 4	Internal	Passing Juice
How to contact us	Internal	Passing Juice
Section 6	Internal	Passing Juice
https://www.privacyshield.gov/list	External	Passing Juice
BBB	External	Passing Juice
https://www.privacyshield.gov/article?id=ANNEX-I-introduction	External	Passing Juice
Access Request form	External	Passing Juice
Platform	Internal	Passing Juice
SOURCE	Internal	Passing Juice
API Custom Solutions	Internal	Passing Juice
Exceptional Partnership	Internal	Passing Juice
Partners	Internal	Passing Juice
Platform Login	External	Passing Juice
Platform Support	External	Passing Juice
API Documentation	External	Passing Juice
Events	Internal	Passing Juice
Privacy Policy	Internal	Passing Juice
Privacy Settings	External	Passing Juice
Access Request	Internal	Passing Juice

In-page links

Cookie Notice	Internal	Passing Juice
AdChoices & Opt-Out	Internal	Passing Juice
Do Not Sell My Personal Information	Internal	Passing Juice
Contact Us	Internal	Passing Juice
Made in NYC	External	Passing Juice
Deutsch	External	Passing Juice
Español (EMEA)	External	Passing Juice
Español (LATAM)	External	Passing Juice
한국어	External	Passing Juice
日本語	External	Passing Juice
Français	External	Passing Juice
Português	External	Passing Juice
Turkish	External	Passing Juice
English (US)	External	Passing Juice




SEO Keywords














Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
data	9	✗	✗	✗	✓
personal	8	✗	✗	✗	✓
privacy	7	✓	✗	✗	✓
sites	6	✗	✗	✗	✗
policy	6	✓	✗	✗	✓

Usability





	Url	Domain : mathtag.com Length : 11
	Favicon	Great, your website has a favicon.
	Printability	We could not find a Print-Friendly CSS.
	Language	Good. Your declared language is en.
	Dublin Core	This page does not take advantage of Dublin Core.

Document




	Doctype	HTML 5				
	Encoding	Perfect. Your declared charset is UTF-8.				
	W3C Validity	Errors : 5 Warnings : 8				
	Email Privacy	Warning! At least one email address has been found in the plain text. Use free antispam protector to hide email from spammers.				
	Deprecated HTML	<table><tr><th>Deprecated tags</th><th>Occurrences</th></tr><tr><td><u></td><td>23</td></tr></table> <p>Deprecated HTML tags are HTML tags that are no longer used. It is recommended that you remove or replace these HTML tags because they are now obsolete.</p>	Deprecated tags	Occurrences	<u>	23
Deprecated tags	Occurrences					
<u>	23					
	Speed Tips	<div> Attention! Try to avoid nested tables in HTML.</div> <div> Too bad, your website is using inline styles.</div> <div> Too bad, your website has too many CSS files (more than 4).</div> <div> Too bad, your website has too many JS files (more than 6).</div> <div> Perfect, your website takes advantage of gzip.</div>				

Document

Mobile

	Mobile Optimization	<div><div> Apple Icon</div><div> Meta Viewport Tag</div><div> Flash content</div></div>
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Optimization

	XML Sitemap	<p>Missing</p> <p>Your website does not have an XML sitemap - this can be problematic.</p> <p>A sitemap lists URLs that are available for crawling and can include additional information like your site's latest updates, frequency of changes and importance of the URLs. This allows search engines to crawl the site more intelligently.</p>
	Robots.txt	<p>http://mathtag.com/robots.txt</p> <p>Great, your website has a robots.txt file.</p>
	Analytics	<p>Missing</p> <p>We didn't detect an analytics tool installed on this website.</p> <p>Web analytics let you measure visitor activity on your website. You should have at least one analytics tool installed, but It can also be good to install a second in order to cross-check the data.</p>